



European Capital of Culture Info Day in Slovenia

Ljubljana, 18 March 2019

Some initial reading...

- Decision No 445/2014/EU of the EP and the Council
- The call for applications and the rules of procedure published in your country
- The guide to cities preparing a bid
- Internet: applications from former candidate cities / future ECOCs



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What is a European Capital of Culture?

An ambitious event

- Not always a capital city
- A large scale **cultural** event of one year
... developed for the title and with a strong European dimension
- Not about what a city looks like or its past/heritage, but what it **envisages to be and to do** (programme) during the year and after (legacy)
- A title awarded to one city in 2 Member States in 2025

A demanding and complex event (1)

- One of the most visible and successful European cultural events:
An honour and a responsibility
 - A multi-faceted event with (sometimes) conflicting agendas
 - Time is needed for a careful preparation and planning:
 - To embed the event in a cultural longer term strategy
 - To significantly engage with the citizens, the cultural and creative sectors and other key stakeholders
- .../...

A demanding and complex event (2)

.../...

- To make the necessary European links and develop relations with peer cities and partners
- To ensure the right infrastructure is in place

- Learn from previous experience

> You have to put in place a bid team



Objectives

- **General objectives at EU level:**
 - Promoting cultural diversity and common features of cultures
 - > ***"Sense of belonging to a common cultural area"***
 - Fostering contribution of culture to long-term development of your city
- **On a more operational level:**
 - Enhancing the range, diversity and European dimension of the cultural and creative offering in cities, including through transnational co-operation
 - Widening access to and participation in culture
 - Strengthening capacity of the cultural sector + links with other sectors
 - Improving international profile of cities through culture
- **Cities can have their own local objectives responding to their local/regional needs and priorities**



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How to become a European Capital of Culture?



The selection procedure

- A real competition for all cities from your country > only one city can win but it's up to you to make the most of the bidding experience...
- A competition organized by your national authorities
- A competition launched with the publication of call for applications
- The call includes formal, exclusion and selection criteria as well as the questionnaires cities have to answer

How is the competition organized?

- A two-step competition
 - Pre-selection phase with hearing in February 2020
 - Selection phase with visits of short-listed cities and final hearing in late 2020
- Candidatures (applications + hearings) assessed by a panel of up to twelve independent experts with no conflict of interest...
 - ... on the basis of 6 categories of set criteria
- No need for lobby to affect outcome! Costs money and is pointless

How to prepare your application?



Formal and exclusion criteria

- Be a city in Slovenia
- Need to send a written application answering all the questions of the call by the deadline set in the call (31/12/19 for 1st round)
- In English (+ another official language of the EU)
- Respect the size limit
 - 60 pages in A4 format for pre-selection
 - 100 pages in A4 format for final selection
 - All illustrations, graphs etc. included in the size limit

Six categories of award criteria (1)

- ECOC = high standards reflected in demanding criteria
- See the criteria as a tool to prepare your bid and – if elected – to plan the title-year
- Six categories with equal weighting – All are important to ensure a successful ECOC
- Advice: Be concise and sharp in your answers

Six categories of award criteria (2)

- Contribution to the long term strategy
- European dimension
- Cultural and artistic content
- Capacity to deliver
- Outreach
- Management



What is the outcome of the competition?

At the end of the final selection meeting the Panel will:

- Recommend one city for the ECOC title in Slovenia
 - Endorsement by your national authorities (= formal designation)
 - Publication in the OJ of the European Union
 - No need for a positive recommendation
- Recommend to the European Commission whether or not to award the Melina Mercouri Prize
 - Actual payment is ***conditional*** and will come ***later***

**And then... what happens until the
year of the title?**

The monitoring phase

- Organised by the Commission with the assistance of the Panel to provide you with support and guidance + measure compliance and progress
- Three official monitoring meetings
 - Three years before the year (end 2021)
 - 18 months before the year (mid 2023)
 - two months before the year (end 2024)
- On the basis of the final Panel's recommendation, payment of the Melina Mercouri Prize in early 2025



The Melina Mercouri Prize

- Only direct EU funding = 1,5 M from Creative Europe
- Reinforced conditionality of the Melina Mercouri Prize
 - **Special attention will be given to:**
 - The stability of the budgets
 - The independence of the artistic team
 - The European dimension
 - The visibility of the EU
 - The plans for monitoring and evaluation
 - **The Prize will be paid during the year of the title**



Thank you for your attention

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http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_en.htm